(Continued from Page 69)

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Outside Magazine	41.2	—	305.6	271.5
Petersen's Hunting	46.6	49.3	322.7	275.7
The Runner	55.7	40.5	359.6	309.5
Runner's World (13X)	75.5	60.1	417.1	388.1
Salt Water Sportsman	45.4	32.6	590.8	462.8
Shooting Times	43.7	47.9	290.3	279.5
Ski (8X) A.	—	—	249.2	209.7
Skiing (7X)	—	—	215.3	209.5
Skin Diver	66.1	59.5	634.0	597.3
Southern Outdoors (8X)	—	—	233.1	246.4
Sport	46.3	38.5	361.0	309.9
Sports Afield	73.8	60.6	689.0	657.9
Tennis	60.0	62.1	657.7	616.6
Western Outdoors (10X)	49.4	39.4	319.5	231.1
World Tennis	40.5	37.2	361.3	393.0
Total Group	**1,346.2**	**1,209.9**	**13,409.6**	**12,617.0**
% change		**+11.3%**		**+6.3%**
— Photography —				
American Photographer	30.0	42.8	320.4	387.2
Petersen's Photographic	21.9	28.9	250.2	259.8
Popular Photography	99.0	109.0	770.0	908.1
Total Group	**150.9**	**180.7**	**1,340.6**	**1,555.1**
% change		**−16.5%**		**−13.8%**
— Religious —				
BBI Jewish Monthly (10X)	—	—	149.7	1342.
Christian Herald	—	—	194.4	196.8
Christian Life	21.6	19.4	209.6	205.7
Christianity Today	28.3	26.0	432.2	417.0
Inside (4X)	—	—	152.5	134.7
Moody Monthly	—	—	—	—
Today's Christian Woman (6X)	—	—	144.0	73.7
Total Group	**49.9**	**45.4**	**1,282.4**	**1,162.1**
% change		**+9.9%**		**+10.4%**
— Science/electronic/mechanic —				
Compute	47.9	125.3	625.8	1,063.0
Computers & Electronics	34.8	54.0	353.4	484.0
Creative Computing	84.0	132.9	961.0	1,400.7
Discover	29.7	38.9	287.3	337.1
Family Computing	38.2	—	431.3	—
Mechanix Illustrated	59.3	59.5	554.4	530.5
Omni	55.8	52.8	480.0	463.6
Natural History	23.6	26.4	320.3	276.5
Personal Computing	131.6	181.3	1,208.1	1,539.6
Popular Mechanics	73.9	77.3	744.2	759.6
Popular Science	53.7	65.3	641.6	649.0
Science Digest	20.8	28.4	224.4	256.7
Science 84 (10X)	—	—	204.1	230.7
Scientific American	44.6	39.3	482.6	378.2
Spectrum	91.7	75.7	778.5	620.7
Total Group	**789.6**	**957.1**	**8,297.0**	**8,989.9**
% change		**−17.5%**		**−7.7%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	1,447.5	1,369.2
Cosmopolitan A.	203.2	221.6	1,630.5	1,544.0
Essence	81.1	75.3	651.1	631.3
Family Circle A.	113.7	150.0	1,110.6	1,129.4
Glamour	201.3	207.7	1,346.0	1,236.6
Good Housekeeping A.	143.0	147.1	1,217.4	1,246.6
Handmade (6X)	—	—	90.3	56.7
Harper's Bazaar	141.1	103.9	1,025.4	852.6
Health	36.0	26.4	290.5	254.3
Ladies' Home Journal	84.2	94.6	786.0	728.1
Ladycom	—	—	262.9	227.9
Lady's Circle	8.2	7.4	58.1	66.1
Mademoiselle	168.9	165.3	1,066.3	975.2
McCall's	94.6	86.9	709.4	657.0
Modern Bride (6X)	—	—	1,238.7	1,160.2
Ms.	44.2	37.2	395.5	328.0
New Woman	43.0	38.5	385.4	322.1
Parents Magazine A.	84.2	58.1	580.4	566.0
Playgirl	39.0	36.7	275.6	311.1
Redbook	80.7	84.9	706.9	648.0
Self	95.6	72.4	744.8	564.5
Seventeen	288.1	262.8	1,065.1	906.1
Shape	58.0	57.0	452.0	404.0
Soap Opera Digest	22.8	31.0	236.6	203.4
'Teen Magazine	88.7	102.8	431.4	424.6
True Story A.	61.5	56.6	455.2	452.4
Vogue	258.1	225.4	1,828.1	1,567.5
W Magazine	152.1	138.0	813.2	693.3
Weight Watchers	25.0	16.0	78.0	62.0
Woman's Day A.	75.1	95.8	860.0	907.3
The Workbasket (10X)	33.3	36.8	255.5	263.2
Working Mother	67.4	62.1	547.9	500.2
Working Woman	90.0	80.5	751.0	661.8
Total Group	**2,884.1**	**2,778.8**	**23,793.3**	**21,920.7**
% change		**+3.8%**		**+8.5%**
— Youth —				
Boys' Life	10.7	18.7	134.9	167.7
Campus Life	28.6	26.0	252.7	242.3
Total Group	**39.3**	**44.7**	**384.6**	**410.0**
% change		**−12.1%**		**−6.2%**

July

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Atlanta Bus. Chronicle (52X)	44.5	22.7	329.6	218.2
Austin Business Journal	—	—	—	—
Barron's (52X)	157.7	169.0	1,337.2	1,351.2
Black Enterprise	44.2	36.9	460.7	433.0
Boston Bus. Journal	91.3	50.9	639.8	428.4
Business Week (52X) A.	389.4	306.6	2,723.9	2,459.2
California Business	89.1	74.5	624.2	483.4
Capital District Bus. Review	56.2	33.9	247.5	330.3
Corporate Report/Kansas City	42.0	62.4	426.2	337.0
Corporate Report/Minnesota	83.0	74.5	596.3	564.7
Crain's Chicago Bus. (52X)	107.0	95.6	902.3	806.3
Crain's Cleveland Bus.	70.0	41.8	445.1	338.1
Dallas/Ft. Worth Bus. (52X)	48.3	33.3	293.4	232.0
Dun's Business Month	46.3	42.6	453.2	417.6
Financial World (24X)	22.5	19.3	218.5	255.5
Florida Trend	87.7	81.2	619.3	519.6
Forbes (26X)	292.0	189.9	2,012.6	1,631.8
Fortune (26X) A.	245.3	168.5	1,867.6	1,585.3
Frequent Flyer	43.2	38.4	384.4	330.7
Futures Mag.	51.0	52.0	391.0	390.0
Hawaii Business	73.4	47.0	357.1	329.3
High Technology	23.4	21.0	222.6	192.3
Houston Bus. Journal (52X)	174.9	134.5	1,040.9	1,030.9
Income Opportunities (10X)	49.2	42.3	325.4	293.4
Industry Week (26X) A.	76.3	85.4	743.3	660.0
Indianapolis Business Journal	133.5	74.0	775.7	584.7
Minnesota Bus. Journal	49.6	28.8	361.1	267.2
Nation's Business A.	30.9	16.3	228.3	183.2
New England Bus. (20X) B.	31.8	33.3	517.7	456.6
New Orleans Citibusiness	98.5	96.8	797.2	787.6
Pacific Business News (52X)	95.7	83.4	718.8	658.6
Philadelphia Bus. Journal	106.4	61.8	737.7	397.2
Pittsburgh Bus. Times (52X)	76.0	45.0	377.1	331.8
Savvy	29.0	27.3	286.7	272.1
St. Louis Business Journal	142.5	105.1	953.3	734.1
Texas Business	92.8	73.9	473.6	389.5
Venture	61.0	40.5	543.1	376.4
Total Group	**3,355.6**	**2,590.4**	**24,431.9**	**21,057.2**
% change		**+29.5%**		**+16.0%**
— Newspaper Sunday magazines* —				
Arizona Republic	48.4	51.7	443.0	462.6
Boston Globe	150.4	132.4	1,345.0	1,165.1
Chicago Tribune	58.1	49.8	479.1	551.2
California Living	40.7	41.5	365.1	355.3
Cincinnati Enquirer	54.3	62.2	501.1	490.4
Cleveland Plain Dealer	39.6	54.2	400.8	550.0
Columbus Dispatch	29.8	32.3	307.8	296.7
Dallas Times Herald	55.7	59.8	493.6	432.9
Denver Post	70.1	82.0	519.5	682.4
Detroit News	60.6	43.1	499.0	260.0
L.A. Times Home Magazine	114.0	100.6	742.4	591.8
Louisville Courier-Journal	61.0	63.3	484.0	574.2
Miami Herald	54.4	53.4	361.8	382.9
New York News	23.0	49.7	239.0	413.8
New York Times Magazine	157.3	137.8	2,335.3	2,019.8
Philadelphia Inquirer	37.0	43.0	386.0	413.1
Toledo Blade Magazine	44.1	42.2	330.1	325.9
Washington Post	76.0	77.4	735.5	715.5
Total Group	**1,174.5**	**1,176.4**	**10,968.1**	**10,683.6**
% change		**−0.2%**		**+2.7%**
— Weeklies/bi-weeklies —				
The Advocate (25X)	93.0	93.1	675.0	731.0
Army Times Military Group:				
Air Force Times (52X)	165.4	133.7	1,043.9	994.1
Army Times (52X)	160.1	133.4	994.5	970.4
Navy Times (52X)	177.0	150.4	1,122.6	1,116.3
The Times Magazine	6.0	5.6	109.4	102.6
The Blood-Horse (52X)	542.9	463.0	3,339.6	3,144.8
Capper's Weekly (26X)	20.6	16.4	182.8	180.2
Commonweal (22X)	3.6	4.2	46.7	48.9
Golf World (43X)	72.8	99.3	588.1	613.0
Grit (52X) A.	20.4	19.3	163.6	179.4
National Journal	29.0	17.0	195.7	171.0
National Review	17.1	20.3	182.7	207.5
New Republic (48X)	32.2	24.2	215.5	215.5
New York Magazine (50X)	194.5	181.8	1,234.0	1,368.0
New Yorker (52X)	171.5	133.5	1,871.6	1,806.5
Newsweek (52X) A.	212.0	156.1	1,589.1	1,479.4
People (52X)	273.7	193.5	2,087.3	1,838.3
Rolling Stone (25X)	112.9	118.0	606.1	623.0
Sporting News (52X)	61.2	53.8	343.6	389.8
Sports Illustrated (52X) A.	444.0	168.3	1,728.5	1,525.1
Time (52X) A.	222.2	144.2	1,529.5	1,448.8
Travelhost (52X) C.	3,605.0	3,320.0	19,783.0	21,009.0
TV Guide (52X) A.	220.3	229.3	2,038.9	2,028.9
Us Magazine (26X)	40.3	60.0	265.8	324.0
U.S. News & World Report (52X) A.	145.8	99.9	954.5	987.3
Total Group	**7,013.5**	**6,038.3**	**42,892.0**	**43,502.8**
% change		**+16.2%**		**−1.4%**
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	31.2	38.6	211.3	243.9
Japan	93.6	67.7	493.7	386.2
Great Britain	102.9	116.4	800.6	788.9
Buenhogar:				
Central America	2.3	1.0	9.8	12.0
Chile	1.3	—	5.3	7.0
Colombia	54.0	15.7	201.3	234.2
Dominican Republic	8.5	14.3	41.0	88.0
Ecuador	21.0	9.0	89.5	58.3
Mexico	46.2	23.3	240.5	277.7
Peru	21.0	32.7	110.5	142.3
Puerto Rico	17.3	11.0	105.8	93.8
U.S.	18.0	8.0	78.2	59.5
Venezuela	40.8	14.3	160.2	142.8
Geomundo:				
Central America	6.5	4.0	36.8	30.0
Chile	6.0	4.0	34.3	33.0
Colombia	11.5	11.5	57.0	70.5
Ecuador	5.0	3.0	24.0	27.0
Mexico	9.0	5.0	47.8	43.5
Peru	6.0	6.0	34.3	39.0
Puerto Rico	2.0	4.0	18.3	25.0
U.S.	4.0	6.0	30.5	21.0
Venezuela	18.5	14.0	76.3	78.7
Hombre De Mundo:				
Central America	14.0	5.0	42.0	39.3
Chile	11.0	5.0	42.0	38.0
Colombia	24.5	11.5	67.5	68.0
Ecuador	9.0	4.0	32.0	37.0
Mexico	25.5	7.0	89.5	72.8
Peru	16.0	6.0	41.0	33.0
Puerto Rico	25.0	3.5	63.0	35.3
U.S.	15.0	4.0	41.0	18.0
Venezuela	40.0	10.5	121.0	101.8
Ideas Para Su Hogar:				
Central America	—	—	1.5	2.0
Chile	—	—	1.0	—
Colombia	23.5	24.0	109.0	162.3
Ecuador	3.0	7.0	34.5	21.0
Mexico	8.2	10.0	53.5	100.8
Peru	7.5	10.0	39.5	35.5
Puerto Rico	1.0	—	4.5	6.0
U.S.	6.0	4.0	44.0	23.3
Venezuela	14.5	6.5	100.2	82.5
Mecanica Popular:				
Argentina	3.5	6.8	39.2	49.3
Central America	10.8	12.7	90.0	88.2
Chile	5.8	5.5	41.8	43.2
Colombia	14.7	18.7	94.7	122.0
Mexico	18.0	8.8	82.5	65.3
Peru	11.7	20.3	111.7	128.3
Puerto Rico	12.8	15.3	100.2	104.2
U.S.	3.2	5.0	29.8	20.0
Venezuela	21.5	19.0	112.5	147.7
The Ring en Espanol:				
Colombia	—	—	1.0	—
Mexico	0.2	—	0.2	—
Puerto Rico	—	—	—	—
U.S.	8.0	4.3	26.3	22.0
Venezuela	—	—	7.0	4.0
Vanidades Continental:				
Central America	3.8	4.8	43.2	46.2
Chile	1.3	2.0	12.3	26.5
Colombia	64.7	57.8	365.7	398.3
Dominican Republic	2.7	17.0	50.8	129.0
Ecuador	13.7	10.8	115.2	74.2
Mexico	72.5	73.8	506.7	610.5
Peru	19.5	37.8	137.7	173.0
Puerto Rico	29.2	23.7	254.5	251.3
U.S.	37.7	37.0	280.7	309.7
Venezuela	51.2	26.5	273.0	317.2
Business Week Int'l.	174.7	121.6	906.3	955.7
Cosmopolitan Foreign Editions:				
Australia	46.8	55.4	366.3	400.2
Brazil	26.4	36.0	222.7	284.5
France	66.6	60.2	959.3	621.2
Germany	59.9	33.4	608.4	376.4
Great Britain	112.0	112.0	757.3	725.2
Greece	36.0	45.0	377.0	364.0
Holland	26.0	18.5	333.0	288.5
Italy	31.3	47.0	343.0	399.8
Japan	29.7	40.3	209.7	271.2
South Africa	82.8	—	343.5	—
Cosmopolitan en Espanol:				
Central America	—	2.3	7.0	15.8
Colombia	8.0	21.3	63.2	98.2
Ecuador	—	.3	3.0	7.0
Mexico	42.0	55.7	276.5	356.3
Peru	2.0	11.7	14.0	53.7
Puerto Rico	27.0	13.2	201.7	141.5
U.S. (Spanish language)	19.5	24.0	125.2	115.0
Venezuela	18.0	14.0	108.5	95.8
International Management:				
Africa	7.0	10.0	77.5	96.8
Europe	19.7	26.7	245.0	273.0
Latin America	8.0	7.0	53.8	86.7
Middle East	7.0	24.7	76.8	141.7
Pacific	13.0	10.7	86.3	106.2
Johnston International:				
Alam Attijarat	28.8	37.5	357.6	384.2
Ejecutivo	13.8	20.0	36.7	57.0
Modern Africa	20.3	25.8	80.8	93.0
Modern Asia	21.7	33.5	168.4	219.8
Reader's Digest:				
Arabic	10.0	16.5	58.0	71.5
Asian	59.0	330.5	905.0	1,303.0
Australian	103.3	79.3	462.0	363.7
Belgian-Flemish	215.0	267.5	556.0	670.5
Belgian-French	128.5	196.5	371.0	502.0
British	50.5	65.1	322.1	377.2
Chinese B.	65.2	137.0	553.2	573.8
Danish	28.8	18.3	201.0	222.2
Dutch	39.0	31.8	240.8	211.9
Finnish	64.0	57.0	272.5	410.0
French	55.0	57.1	307.1	357.7
German	61.8	61.5	446.2	435.4
Greek	3.5	—	66.5	—
Iberian	20.5	27.0	102.5	109.5
Indian-English	59.5	77.8	456.0	459.8
Indian-Hindi	4.0	—	27.5	16.5
Italian	33.0	60.0	237.5	314.0
Japanese	63.4	57.1	257.8	295.8
Korean	2.20	20.5	155.0	119.9
Latin American:				
Argentina	16.5	19.5	93.0	81.5
Brazil	3.0	30.0	16.0	72.0
Central American	11.0	13.5	49.5	66.5
Chile	15.5	32.0	70.5	92.5
Colombia	33.5	51.0	151.0	231.0
Ecuador	8.0	13.0	42.5	63.0
Mexico	50.9	49.2	267.3	256.7
Peru	10.0	12.0	47.0	60.5
Puerto Rico	3.0	8.5	29.0	40.0
U.P.B.	7.0	12.0	37.0	66.0
U.S. Spanish	9.5	18.5	53.0	94.0
Venezuela	11.0	18.0	58.0	93.0
New Zealand	103.5	106.5	471.0	489.5
Norwegian	35.5	35.5	217.6	227.1
Portugal	56.0	55.0	219.7	233.5
South African	104.5	138.0	522.8	536.5
Swedish	7.0	32.5	77.5	131.0
Swiss-French	34.5	37.4	174.1	189.1
Swiss-German	44.8	43.2	224.6	234.8
Time International:				
Time-Asia	79.3	74.4	590.3	637.6
Time-Atlantic	59.9	71.8	659.7	642.0
Time-Canada	105.2	68.9	1,161.6	925.1
Time-Latin America	36.9	37.5	281.1	291.1
Time-South Pacific	128.9	112.9	732.1	799.2
Visao (52X)	188.3	122.7	1,026.9	924.6
Vision/Latin America (26X) A.	27.3	20.0	179.4	180.6
Total Group	**4,401.3**	**4,636.9**	**28,468.8**	**28,410.2**
% change		**−5.0%**		**+0.2%**

BEST AVAILABLE COPY

C2710-1

$1.25 a copy; $52 a year

Monday, August 27, 1984

Advertising Age

The International Newspaper of Marketing © Entire contents copyright 1984 by Crain Communications Inc. All rights reserved.

GOP turns on the heat

Nets pressured on Reagan film

By DIANE MERMIGAS

Network news executives went down to the wire this week before deciding whether to air an 18-minute film that will introduce President Reagan during tonight's closing session of the Republican national convention in Dallas.

The Republican National Committee spent much of this week's uneventful convention pressuring the tv networks to air the film.

RNC chairman Frank Fahrenkopf Jr. sent a letter to the presidents of the three network news divisions Aug. 18 at the same time copies of the film were released to CBS, ABC and NBC under restricted, embargoed conditions.

The two-page letter urged the tv news officials to broadcast the film live and in its entirety in the interest of fairness since the networks provided live coverage of Sen. Edward Kennedy's 22-minute speech introducing presidential nominee Walter Mondale during last month's Democratic convention.

"Objective journalism and a sense of balance should be guidelines in your decision," Mr. Fahrenkopf wrote.

Throughout the week, the tv networks have held meetings with and received telephone calls from the RNC regarding the film. Late last week, Charles Manatt, chairman of the Democratic National Committee, fired off letters to the network news presidents arguing that the Republicans had no right to have their film shown since the networks last month refused to air a film the Democrats had prepared profiling Mr. Mondale.

Network news officials say they are not particularly bothered by the flap since such pressure tactics are common during election years.

The three commercial networks are postponing a decision on whether to air all or only portions of the film until airtime tonight. "If there is something more important to cover at the time, we'll do that. It's a news

(Continued on Page 53)

'84 Marketing the CANDIDATES

Wirthlin details research plans

By JACK J. HONOMICHL

Republican strategists in Dallas for the GOP convention already have begun tracking the shifting moods of the U.S. electorate.

"We started national tracking studies Aug. 1," said Richard Wirthlin, President Reagan's personal pollster and director of polling-planning in the Reagan-Bush '84 campaign organization. "That's further ahead than we started in '80," he added, referring to the nightly telephone surveys of public opinion that are used to sharpen Republican campaign tactics.

Data from this national tracking study and others being done for President Reagan's political advisers provide the Republican leadership with almost instant reaction to developments in the campaign, such as the selection of Geraldine Ferraro as Democratic presidential candidate Walter Mondale's running mate. And, usually, drafts of major speeches to be made by President Reagan are routed through Mr. Wirthlin and others to make sure that any comments regarding the aspirations of the American people square with vox populi, as measured by the surveys.

President Reagan's marketing budget will be larger than in 1980, according to Mr. Wirthlin, but about the same proportion will be devoted to survey research at both the national and, later, the key-states levels, similar to what was done in 1980.

"In addition to watching how the President's constituency is building, or eroding, we'll be using survey data as inputs in simulation models and for perceptual mapping—like in previous campaigns, but more sophisticated." Mr. Wirthlin added, "We'll be using a broader array of research techniques to develop and assess paid advertising."

When asked about a recent *New York Times* story devoted to the apparent variance in national political-poll results published by Gallup, Harris, NBC and ABC News and the *New York Times*/CBS News during

(Continued on Page 53)

Staff photo by Arnold Adler

General Foods president Philip Smith (r.), a keynote speaker at the Advertising Age Creative Workshop in New York, talks with Morio Nishikawa (l.), a group manager of S.C. Johnson & Son's Japanese affiliate, and Ronald Giglio, ad-promotion manager for Safeway Stores, Oakland. Some 1,200 people from around the world attended the meeting.

JWT exec cites visual revolution

CREATIVE WORKSHOP

By STEWART ALTER

New York—The success of visually based advertising has led Burton Manning, chairman and chief executive officer of J. Walter Thompson USA, to rethink his standards for creating effective messages.

"There is a revolution going on in our understanding of how people, our customers, can be moved," Mr. Manning told the 27th annual Advertising Age Creative Workshop Aug. 20 at the New York Hilton here. "They can be persuaded primarily through the visual sense with incredible effectiveness. They want to see intensity of movement and actions and can grasp images with astonishing speed."

The importance of thinking visually was also emphasized in a presentation made by another agency creative exec, Hal Riney, exec vp-managing director, Ogilvy & Mather, San Francisco.

Advertising has to become more visually communicative in order to reach consumers who are becoming more visually sophisticated, observed Mr. Manning. "We are finding the eye is a glutton for visual stimulation," he said, "and has been that way since earliest man crawled out of the mud." What the so-called "visual revolution" is about, he said, "is to understand how much the human eye and mind want visually."

Among the suggestions Mr. Manning offered to those wanting to think visually were: "Immerse yourselves in images. . .make it play without words. . .bring the unexpected together. . .bring figures of speech to life. . .bring feelings to life. . .[show] familiar things from unfamiliar views. . .fantasize.

"My training has been to approach problems logically," Mr. Manning said, "and probably to extend the logical process too far into the selling process." He noted that visual images "go directly into the perceptual or intuitive area of the brain, and the intuitive sale is a much more profound and intense sale than the logical one." To Mr. Manning's thinking, the growth of music video, with its fantasies set to music, reflects this trend.

Mr. Riney indicated, at another

(Continued on Page 2)

Harlequin romances JWT

By BRIAN MORAN

Looking to consolidate marketing activities in its Toronto home, Harlequin Books has moved its $4 million North American advertising account to J. Walter Thompson Ltd., Toronto, from Rosenfeld, Sirowitz & Lawson, New York.

Harlequin, the world's largest publisher of romance paperbacks, said JWT's Chicago office will handle media placement. JWT's first creative work is not expected to appear until next year, but the media team is coordinating a $1 million-plus

(Continued on Page 53)

Presstime

McDonald's tests Cheddar Melt in Midwest

Oak Brook, Ill.—McDonald's Corp. is test-marketing a ⅓-lb. hamburger dubbed Cheddar Melt in Kokomo, Ind., and Milwaukee. The new sandwich, priced at $1.59, is topped with cheddar cheese and grilled onions, and is served on a toasted rye bun. Print and tv ads, via Leo Burnett USA, Chicago, support. Burger King Corp. earlier tested a ⅓-lb. burger in Miami (AA, April 30). Separately, McDonald's has announced a 3-for-2 stock split, its second split in two years.

K mart tags Jaclyn Smith for sportswear line

Troy, Mich.—K mart will design a new line of women's sportswear and dresses bearing the name of actress Jaclyn Smith. It is the company's first effort at marketing a personality line of clothes. Ross Roy Inc., Detroit, handles K mart's advertising.

Ingalls gets its first Ground Round tasks

North Quincy, Mass.—Ground Round Restaurants has given several initial creative tasks to Ingalls Associates, Boston, the new agency for its $5 million account. They include a spot radio campaign and a November

(Continued on Page 2)

No cheers for USFL fall plan

By SUSAN SPILLMAN

The U.S. Football League is considering this week in Chicago whether to move its spring schedule to the fall in 1986, despite a lack of enthusiasm from advertisers and syndicators.

"We're not encouraging them to make the move," said Duane Kell, senior vp-director of broadcast media at Campbell-Ewald, the agency for USFL sponsor Chevrolet. "It's not like there is an underabundance of sports programming to buy between September and December with the NFL and college football games."

"From a purely selfish point of view I hope they don't move," said Steve Leff, exec vp-director of media services at Backer & Spiel-

(Continued on Page 53)

NEWSPAPER

Reaching the

AA DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

P&G rushes Folger's to perky decaf field

By GAY JERVEY

The speed with which Procter & Gamble is introducing nationally Folger's decaffeinated instant coffee reflects the company's pressing need to do better in the decaffeinated arena.

In launching the new entry this week without any test-marketing, P&G is responding to competitive pressure in a segment that, unlike the generally listless coffee market, is alive and growing due to consumer health concerns.

The record launch time is further evidence of P&G's new tendency to move more quickly with new products than ever before, even foregoing test markets altogether, an almost unheard-of tactic among leading consumer goods companies. The fast rollouts of several P&G brands earlier this year, including Ivory conditioner, Always sanitary napkins and unscented Tide, provided evidence that the company is becoming increasingly aware that "time is of the essence," although those products did spend some time in test.

No one will be watching the new Folger's product more carefully than those who forced P&G's hand—rivals General Foods Corp. and its White Plains, N.Y., neighbor, Nestle Co. After a nearly three-year hiatus, both companies' coffee operations have spruced up 1984 product lines with several new items and reformulations (AA, Nov. 7, *et seq.*).

Most notably, General Foods introduced decaffeinated variations of both its Maxwell House and Yuban lines. Nestle christened a new Nescafe custom-blended instant line that includes a decaffeinated entry.

Nestle also revamped the advertising for its Taster's

(Continued on Page 54)

news summary

Thursday, August 23, 1984

Republican strategists at the GOP national convention already have begun tracking the moods of the electorate, even earlier than they did in 1980. *See Page 1.*

Harlequin Books has moved its North American advertising account to J. Walter Thompson Ltd., Toronto, in an effort to consolidate marketing efforts in its Canadian home. *See Page 1.*

U.S. Football League owners are hearing little encouragement from advertisers and syndicators for a plan to play their games in the fall instead of the spring. *See Page 1.*

The speed with which Procter & Gamble is going national with Folger's decaffeinated instant coffee reflects the company's need to do better in the decaf arena. *See Page 2.*

The Winston-Salem, N.C., *Journal* and *Sentinel* have developed a "creative pricing" structure that has netted the newspapers more revenue while allowing a local retailer to "heavy up" its newspaper schedule. The program makes more money for the newspapers and has aided an over-all 60% increase in the retailer's sales volume. *See Page 2.*

Kimberly-Clark is planning to test-market a new weapon in the fight against colds and flu: A specially treated facial tissue the company says kills many common cold and flu viruses. *See Page 3.*

Drug companies have sent a strong message to Congress—they oppose advertising prescription drugs directly to consumers. *See Page 3.*

Marketers of low-alcohol beer already are wondering if "L.A." stands for "low-acceptance." *See Page 3.*

A creative department setup that has its critics will be examined by the new creative services director at SSC&B. *See Page 53.*

DIRECT MARKETING

Six Flags Great Adventure is using direct-mail promotion in an effort to restore some of the attendance that it lost following a fire May 11 that claimed eight lives. *See Page 8.*

ABC Video Enterprises is eyeing a direct-marketing effort, through ESPN, ABC Inc.'s cable tv sports network, to sell a videocassette of Summer Olympics highlights. *See Page 8.*

The first international telemarketing service is going into operation in Europe. Serving 27 cities, the service is part of System 800, the toll-free network serving Europe, North America and Asia. *See Page 9.*

SPECIAL REPORT

Delivering an invitation to buy to the growing segment of affluent consumers isn't easy. They are an elusive group, too busy to sit still, requiring creative techniques on the part of marketers. *See Page 11.*

While being careful not to alienate their affluent listeners, classical-music radio stations are trying to attract a larger audience and more general consumer advertisers. *See Page 24.*

Prestigious marketers such as jeweler Harry Winston Inc. and furrier Revillon are making changes in their traditional approaches to try to reach new kinds of affluent customers. *See Page 40.*

REGIONAL REPORT

With the baby boom almost a bust, colleges and universities that until recently had to turn away potential scholars are advertising heavily to recruit new students. *See Page 54.*

REGULAR FEATURES

ADVERTISING MARKETPLACE ... 51
BRADY ... 48
IN THE NEWS ... 53
LETTERS ... 5
PARTING SHOT ... 50
PEOPLE PATTERNS ... 50
PHOTO REVIEW ... 6
WORDS FROM GARTNER ... 48
WORLD NEWS WIRE ... 53

Vol. 55, No. 53—ADVERTISING AGE (ISSN 0001-8899) is published semi-weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. $1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries.

Treasure Isle hopes to end 'limp shrimp'

By NANCY GIGES

Treasure Isle, one of the nation's leading producers of shrimp, has developed a new process for frozen breaded shrimp it hopes will turn around the declining category.

Dover, Fla.-based Treasure Isle is introducing nationally what it says is the first frozen breaded shrimp that can be prepared in a microwave oven without becoming soggy. The company calls it "the end of the limp shrimp."

Sold under the name Rik-Sha microwavable breaded fantail shrimp in Oriental-style or large-crumb breading, the product is getting a $1 million national media campaign. Word Works division of Zachary & Front, New York, is the agency.

Charles Johnson, vp-retail sales, said shrimp long has been sold at retail as a commodity item. The frozen breaded category, although the largest retail segment at $100 million, has declined about 9% a year because of the inconvenience of preparation (it must be deep-fried) and messy cleanup.

Treasure Isle is the second-largest entry in this segment with about 12%; Buffalo-based Rich Products SeaPak is No. 1 at about 15%, and Omaha-based ConAgra's Singleton is No. 3 with about 8%, Mr. Johnson said. The executive said the fastest-growing retail segment is frozen cooked and peeled shrimp, but it is only about $35 million; sales of uncooked shrimp are static at about $45 million.#

JWT exec

(Continued from Page 1)

session, that he tries to think visually from the outset of creating an ad. He gave as an example a commercial for Henry Weinhard beer, which "started with a visual idea which said more about purity and natural quality than could have been said in words."

Mr. Riney observed that the fault of too many creative strategies is that they "depend too heavily on rational appeals...are too explicit...focus too much on words...are unrealistic...are simply headlines, or tv copy, in disguise."

One question Mr. Riney said should be asked about a commercial is "Does this approach incorporate a strong or appealing visual element?"#

Presstime

(Continued from Page 1)

in-store promotion. Ingalls this week picked up the $5 million Ground Round business, previously at Ross Roy/Colarossi Griswold, New York.

Other late news

● NEW YORK—**MTV Networks**, parent of MTV: Music Television, will launch a second advertiser-supported cable music video channel on Jan. 1. The new channel will be targeted to contemporary music's 25-to-49-year-old audience. MTV's decision to go ahead with the as-yet-unnamed channel was "obviously affected" by Ted Turner's recent announcement that his Turner Broadcasting System, Atlanta, would start a counter-MTV service (AA, Aug. 13), said MTV Networks exec vp Robert Pittman.

● NEW YORK—**Ally & Gargano** reported a loss in its fiscal fourth quarter, ending June 30, and a 62% decrease in net income for the fiscal year. The agency tied the losses to a $408,000 after-tax writeoff of a client receivable after that client, Franklin Computer, filed for Chapter 11 bankruptcy. The fourth-quarter net loss was $20,000, compared with net earnings of $899,000 a year ago. For the year, net earnings fell to $851,000.

● STATESVILLE, N.C.—**Thorneburg Hosiery Co.** has signed tennis star Martina Navratilova as spokeswoman for its line of Thor-lo sports socks. Rubin Walter Advertising, New York, handles.

● DALLAS—**Fund for a Conservative Majority** has rolled out three test tv spots here during the Republican national convention. The move was a prelude to a nationwide $800,000 campaign to support the Reagan/Bush reelection effort. The spots were prepared by Edmonds Associates, Washington.

● PETERBOROUGH, N.H.—The computer magazine shakeout continues with CW Communications/Peterborough's decision to fold *jr*, its monthly for IBM PCjr users. The magazine, which was only five months old, is being shuttered because of limited advertising and circulation.

● GLENVIEW, ILL.—**Zenith Electronics Corp.** unveiled a national ad campaign on Aug. 22. The fall campaign includes six tv spots, a record number of commercials for a Zenith campaign. They tout the company's "smart" new high-tech video products. The first two tv spots begin this month. Zenith also is increasing its ad spending on cable tv by 50% beginning this fall. Foote, Cone & Belding, Chicago, created the campaign.

● **NEWSLINE: New York** is expected to name today a successor to Brian McCabe, who resigned as advertising director earlier this month after holding the post only since February...**Christopher Sinclair**, *Newsweek's* vp-marketing director, is leaving to become vp-marketing, PepsiCo's Pepsi-Cola Bottling Group, Purchase, N.Y....**Lady Marlene Sales Corp.**, New York, a marketer of high-fashion intimate apparel for women, to **De Krig Advertising** for its $250,000 account. No recent agency of record.

N.C. dailies promote creative ad pricing

By WILLIAM GLOEDE

The *Winston-Salem Journal* and *Sentinel* have found that it's better to make a "fast nickel over a slow dime" with a new "creative pricing" structure that has increased revenues while contributing to a spectacular sales increase at a local J.C. Penney store.

Winston-Salem, N.C., is only one example in which dailies, faced with increased competition from direct mail, weekly newspapers and free-distribution "shoppers," have felt pressure to give advertisers more exposure for their money.

"Newspapers have for years been acting on the theory that if you raise rates, volume will fall off a little but revenues will increase," explained James Fowler, marketing director for the newspaper. "We've been willing to talk about rate elasticity—if you spend more with us, we'll lower our rates."

Faced with a further erosion of run-of-press advertising from the Penney's store, the paper began a program last January under which any retail advertiser running $3,500 on any combination of r.o.p. and preprint advertising in the Wednesday paper would qualify for a 50% discount on r.o.p. space in the Thursday and Friday papers.

Similarly, if an advertiser spent at least $2,000 in the Sunday paper, r.o.p. space in Monday and Tuesday editions would qualify for the 50% discount.

The Penney store made extensive use of the creative pricing structure, running ads in six daily editions of the newspaper in addition to its midweek preprint.

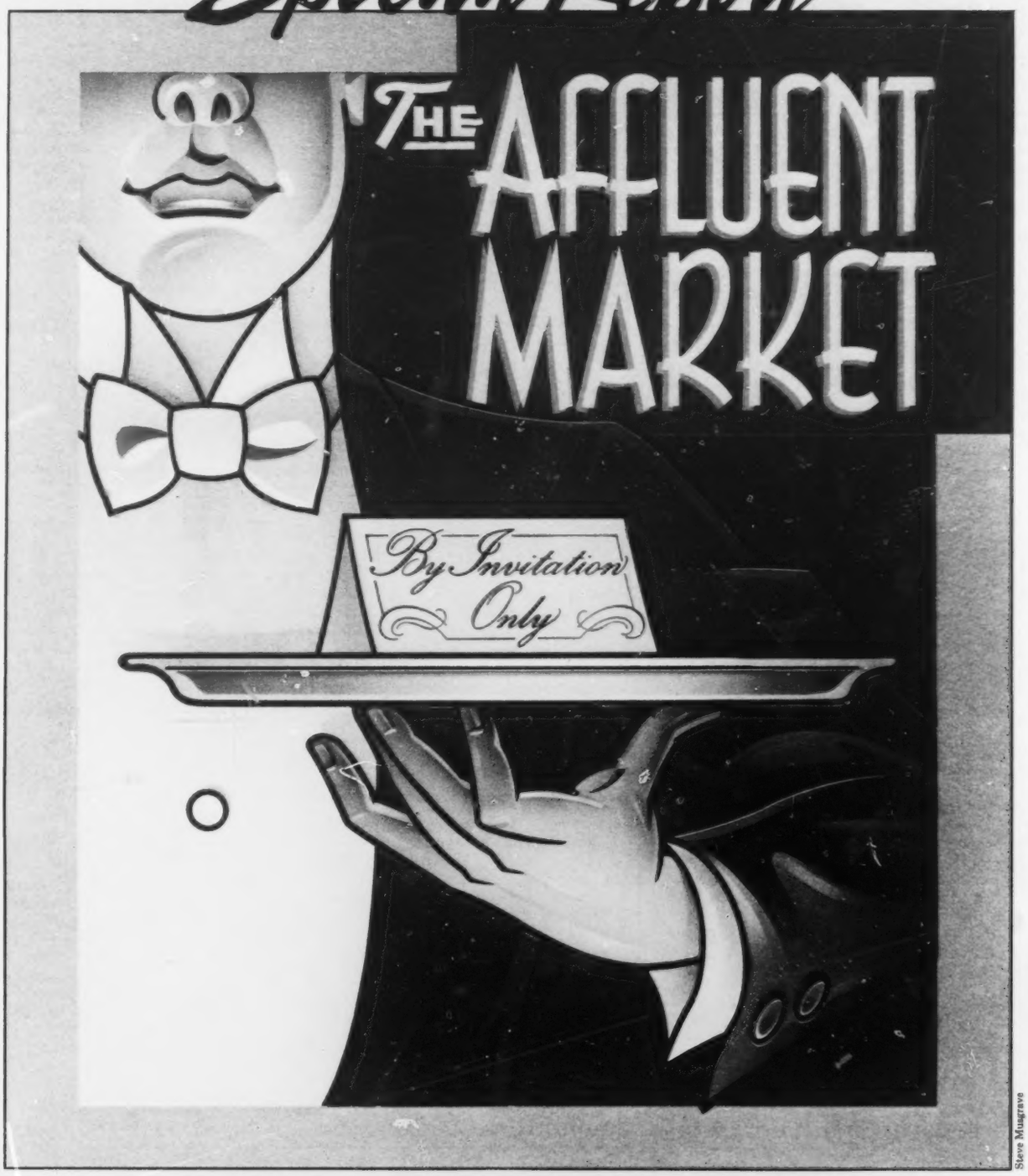
According to the store manager, the increased exposure gained from "heavying up" his newspaper advertising was "directly responsible" for 20% of an over-all 60% increase in sales through the first half of this year. The increased advertising did cause the store to increase its ad spending, but the increase amounted to a mere 0.2% of total sales.

Creative pricing has been gaining favor in the newspaper industry, where for years the rule of thumb has been that retail and national advertisers could only get a break on advertising space if they ran a certain volume of space—specified on the newspaper rate card—within a particular category (AA, July 19).

In 1979, the industry introduced volume discounts for national advertisers in a program called NEWSPLAN. The program was welcomed by national advertisers and their agencies, but in the opinion of many it did not go far enough toward reducing the difference between what national advertisers and retail advertisers pay for the same space.

In Philadelphia, the *Daily News* and *Inquirer* have been running programs similar to the one in Winston-Salem for retailers, and they have created a rate structure under which a national advertiser can get substantial discounts by running the same ad three times in one week in both newspapers, with up to 50% off the rate for the third insertion. If an advertiser takes full advantage of the program, the net rate, minus agency commission, actually becomes a little less than the local retail rate.#

Special Report



Group offers a wealth of opportunities

By Len Strazewski

Affluent consumers are a growing target for marketers, according to a study by FIND/SVP, a New York-based market research company.

But delivering an invitation to buy is not easy. The affluent are an elusive bunch, too busy to sit still and be sold.

Though many marketers set their affluence benchmark at an annual family income level of $50,000 or more, in a recently released study, FIND/SVP set its lower affluence limit at an annual income of $40,000 and discovered that level is growing rapidly among American consumers.

In fact, the number of households with annual incomes of $40,000 or more increased from 6.2 million in 1970 to 8.9 million in 1980 and is forecast to increase to 16.6 million by 1990.

Of those households:

- About half have annual incomes between $40,000 and $50,0000.
- About one-fourth fall into each of three age brackets—35 to 44, 45 to 54 and 55 to 64.
- About three-quarters are married couples in which there are no children younger than 6.
- About half are married couples in which both adults work outside the home.
- About half of the heads of the households have completed college and 60% are employed in managerial or professional positions.
- More than half are in the suburbs and one-fourth in inner cities.

The media that reach the affluent are varied and effectiveness depends upon the interest of the consumer. No one medium does it all.

"Generally speaking, the affluent are among the most difficult of any consumer group to reach," the FIND/SVP study says. "They spend more time working, traveling and entertaining. They have larger families. When they have some spare time, they are more likely than the average consumer to go to the health club, read a book or talk.

"Even when they sit down to be entertained in their homes, they are more likely than the average consumer to watch cable tv or a video record."

Affluent consumers watch relatively little commercial tv, according to the study.

However, cable tv programing such as Entertainment & Sports Programming Network and Financial News Network were singled out by the study as delivering a high percentage of affluent men, based upon viewership studies.

Radio, according to the study, is a relatively good medium to reach the affluent.

Radio is cheaper than tv, portable and therefore more accessible to affluent consumers on the go, and diverse in programing choice.

Magazines also offer a lot of diversity, the study says, and marketers can match their products with magazines that cater to virtually any interest. However, the study cautions that magazines do not deliver all or even a major portion of the affluent market.

Of 31 magazines studied, none delivers as much as 10% of the affluent market and only five magazines deliver as much as 5% of that market.

The magazine options, however, continue to grow. Besides such traditional choices of the wealthy as *Town & Country*, *Golf Digest* and the *Robb Report*, a variety of regional and specialized magazines are appearing, targeting the affluent.

Len Strazewski is the Advertising Age associate editor who coordinated this Special Report.

For the rich, home is where the heart is

By B.G. Yovovich

Affluence is where you find it, and you can find it in the strangest places.

Consider, for example, the Census Bureau's finding in 1979 that some 11,000 U.S. households with annual incomes exceeding $75,000 ($100,000 in 1984 dollars) resided in mobile homes.

Or how about the homes of the wealthy that can be found in the midst of the most abject of rural poverty.

"It's kind of like a peasant-king phenomenon," says geodemographer Jonathan Robbin, chairman of the board of Claritas Corp. and founder of PRIZM research service. "Plains, Ga., is an example. You have one rich peanut farmer and everyone else works for him."

Thomas Stanley, a Georgia State University marketing professor whose work has focused on the affluent, says: "When I drive from Atlanta to the Georgia coast, I typically take the back roads because it is a better way to go and it is very interesting because you go through every little town down there and there will be one big house with a satellite dish in front."

Mr. Stanley has researched affluence for such clients as Chase Manhattan Bank, Citicorp, American Express and the American Bankers Assn.

"There is money wherever you go. In some of the banking studies we have done, we found people who had million-dollar jumbo CDs [certificates of deposit] living in neighborhoods you wouldn't believe," Mr. Stanley says. "They were people who maybe started a cash business—restaurants, whatever—and never moved out of the neighborhood."

Even when the affluent flock together, several very distinct types emerge.

"Within the affluent market, you have different pockets of wealth, different types of neighborhoods, that relate to different types of consumer behavior," Mr. Stanley says. "All of the people may be affluent, but they are distinctly different in their patterns of behavior."

In the neighborhood classification scheme developed for PRIZM, for example, suburban affluent communities are divided into three prime clusters: "Blue Blood Estates," "Money & Brains" and "Furs & Station Wagons."

"Blue Blood Estates is the most compact part of the affluent market and those communities are the most visible," Mr. Robbin says. "These are the Bel Airs, the Lake Forests, the Scarsdales, the Wellesleys."

Blue Blood Estates communities are the wealthiest of PRIZM's neighborhood classifications, and a household in such a community is more than eight times likelier to have an annual income greater than $50,000 than a U.S. household chosen at random.

The communities are populated by "super-upper established managers, professionals and heirs in old money, accustomed to privilege and living in luxury surroundings," Mr. Robbin says.

One in ten millionaires can be found in this classification, and there is a considerable drop from these heights to the next level of affluence.

In contrast, Furs & Station Wagons neighborhoods are typified by "new money" and are populated by "mobile professionals and managers with the nation's highest incidence of teen age children," Mr. Robbin says.

Atlanta illustrates some of the differences between the older and newer affluent communities, Mr. Stanley says.

"We recently did a study of the old-money neighborhoods, areas like Buckhead in which the houses were built in the 1920s and 1930s—marvelous mansions," Mr. Stanley says. Much of the wealth in the area is "fifth and sixth-generation, some of it going back to pre-Civil War."

Just outside the Atlanta city limits about five miles from the central business district, Buckhead residents "are white, Anglo-Saxon Protestant, conservative in their life styles, have trust funds, belong to a particular type of country club."

But in newer Atlanta communities such as the Dunwoody area, which has the highest income of any of the Atlanta neighborhoods, according to Mr. Stanley, residents are generally "hard charging younger executives who live in very nice homes and who were not born here.

"They are 80% first-generation wealth, are very innovative in terms of changing styles, are more interested in having cable tv, are more likely to have videotex in their house or have a

B.G. Yovovich is a frequent contributor to Special Reports and a specialist in demographics and research.

Cities of gold

Top 10 SMSAs by income of inhabitants

1. Anchorage, Alaska
2. Bridgeport-Stamford-Norwalk-Danbury, Conn.
3. Washington-Maryland-Virginia
4. Midland, Tex.
5. San Francisco-Oakland, Cal.
6. Anaheim-Santa Ana Garden Grove, Cal.
7. San Jose, Cal.
8. Reno, Nev.
9. Casper, Wyo.
10. Seattle-Everett, Wash.

Source: *Census Bureau, 1980 census*

Neighborhoods tell life style

The marriage of computerized census information and sophisticated statistical techniques has provided a powerful new tool for studying the affluent: Geodemographics.

It may sound complicated, but the basic idea is quite simple.

"Neighborhoods are the result of the choices that people have made, the choice to live there," says Keith Wardell, manager of the marketing support group of Arlington, Va.-based CACI Inc. "The decision factors that a person considers in choosing where to live—including such things as the person's age, their income, where they work—are very indicative of a person's life style."

And, the theory goes, knowledge of which neighborhood a person lives in can yield a great deal of information about that person's behavior.

"When people choose a house, they seem to have a feel for the house, the neighborhood, the life style. There is a homogeneity of neighborhoods in America that is really surprising," says Georgia State University marketing professor Thomas Stanley, a geodemographic researcher.

CACI's "A Classification of Residential Neighborhoods" (ACORN) geodemographic service took 300,000 block groups—each consisting of about 300 households—and cross-classified them using a multitude of demographic, socioeconomic and housing characteristics collected by the Census Bureau, including such variables as age, sex, household income, number of children in the household, value of the housing, housing type, car ownership, educational level and ethnicity.

Using sophisticated statistical techniques, ACORN came up with 44 neighborhood classifications into which the 300,000 could be divided, which, in turn, would be used to predict the behavior of individuals residing in those communities.

The information obtained from geodemographic analyses can be linked with information from other sources that have address information, such as magazine subscription lists, warranty cards and direct mail lists.

Claritas Corp.'s PRIZM also has put together what it calls its PRIZM Interlock that allows cli-

Areas of dominant affluence

Twenty most affluent central city communities of 25,000 or more persons in the U.S. (1980)

Rank	Community and boundaries	Per capita income	No. of households	Pop./household	Adults % college graduates	% Workers working downtown
1.	Upper East Side (Manhattan)/3rd Ave.-5th Ave., 59th-91st St.	$31,970	35,000	1.84	57.3	36.9
2.	Gold Coast/Water Tower (Chicago)/Lakefront-State, 800-1600N; State-LaSalle, 1200-1600N	27,380	26,400	1.50	57.9	36.0
3.	East River (Manhattan)/1st Ave.-East R., 23rd-70th St.	24,837	17,800	1.62	59.0	32.2
4.	Hollywood Hills (Los Angeles)/Sunset-Forest Lawn & Ventura, Laurel, Canyon & Wonderland-Los Angeles R.	22,370	14,300	1.95	40.5	5.9
5.	Central Park South (Manhattan)/1st Ave.-8th Ave., 49th-59th St.	22,320	21,500	1.44	48.1	50.7
6.	Wood Lake/Briar/Tanglewood/West Oaks/Tall Timbers (Houston) Westheimer-Buffalo Bayou & Woodway Dr., Gessner-Timberlane	20,450	21,800	1.62	49.7	18.4
7.	East End (Manhattan)/1st Ave.-East R., 23rd-70th St.	20,211	18,000	1.68	56.0	28.8
8.	Central Park West (Manhattan)/8th Ave.-Amsterdam, 62nd-82nd St.	20,036	25,300	1.12	54.8	35.9
9.	LaFayette Park/So. Capitol (Washington)/NW Washington E of Rock Creek & SW of Mass. Ave. & 16th St.; SE Washington N of So. Carolina Ave. & W. of 8th St.	19,670	15,000	1.50	65.9	22.2
10.	LaFayette Park (San Francisco)/Arguello-Van Ness, California-Filbert	19,610	17,800	1.69	54.9	35.9
11.	Georgetown (Washington)/NW Washington W. of Rock Creek & Conn. Ave.	19,550	20,600	1.95	63.6	21.7
12.	Upper Second Avenue (Manhattan)/1st Ave.-3rd Ave., 59th-89th St.	19,025	38,600	1.56	51.4	32.1
13.	East Lincoln Park (Chicago)/Lakefront-Sedgwick & Clark, 1600-2800N	18,650	12,500	1.43	58.3	37.2
14.	Murray Hill (Manhattan)/1st Ave.-5th Ave., 28th-49th St.	18,630	30,200	1.41	49.8	44.8
15.	Washington Square (Manhattan)/Park Ave.-8th Ave., 4th-14th St.; Park Ave.-Ave. of the Americas, 14th-21st St.	18,100	19,100	1.64	60.1	25.4
16.	West Los Angeles/Pico-Hilgard, Warner & Sunset, San Diego Fwy-Beverly Hills	18,000	17,000	1.88	43.9	4.1
17.	Center City (Philadelphia)/Schuylkill R.-Delaware R., South-Chestnut; Schuylkill R.-Broad, Chestnut-Arch	16,685	17,500	1.57	62.2	55.6
18.	New Town/East Lake View (Chicago)/Lakefront-Broadway & Clarendon, 2800-4000N	16,450	20,800	1.56	42.0	34.0
19.	Beacon Hill/Back Bay (Boston) Mass. Ave.-Washington, Chardon & Rowdon, Charles R.-Boylston, Arlington & Beacon	16,100	16,600	1.78	63.1	22.6
20.	North Park (Dallas)/N.W. Hwy.-Walnut Hill, Dallas North Tollwy.-Central Expwy.	16,000	21,400	1.84	45.3	12.3

Source: 1980 Census

Note: These areas are combinations of contiguous census tracts of downtown-oriented central city neighborhoods. To exclude suburban oriented neighborhoods on the periphery of cities, only areas where unrelated individuals outnumber families were included.